

# **PROFIT** on the Growing Popular Demand for Fancy Leaved **CALADIUMS . . .**

Each year, interest in Fancy-Leaved Caladiums and demand for these lovely garden and pot plant subjects grow in leaps and bounds.

"Magic-like beauty from tubers", Fancy-Leaved Caladiums are fascinating to watch grow as they sprout and unfold leaves of breathtaking colors and patterns. In proper location and with ordinary care, they will enhance an outdoor garden bed or border, patio or porch, from spring until fall. Indoors, Fancy-Leaved Caladium plants retain their fresh beauty for many months.

## **WAYS TO MAKE MONEY WITH CALADIUMS**

Whether you plant the bulbs to sell as growing pot plants, or sell the bulbs over-the-counter, or offer Caladiums both ways, we can help you cash in on the booming demand. With our specialized experience, and proper facilities for handling Caladium bulbs, when you order your bulbs from us you can be sure of quality bulbs, carefully packed, fully up to size and true to name, in a wide variety selection. These factors — and not price alone — are most important when buying Caladium bulbs.

For counter sales, we have developed beautiful, full-color picture packages, as well as Serv-ur-Self Display Boxes, and preplanted bulbs in starter trays and attractive planters, all designed for eye appeal and fast impulse sales with good profit margin for you.

Order your Caladium bulb requirements early to be sure of getting the varieties you want. Be ready when the season starts and keep Caladium bulbs in stock through the long selling season, from earliest spring through the summer months.

## **CALADIUM CULTURE**

The Fancy-Leaved Caladium is a tuberous-rooted herb, at home in tropical forests as found in South America. It naturally grows best in warm temperatures and will not perform satisfactorily below 70 degrees. For outdoor planting, the dormant tubers should be set out when frost danger is past. Set them about 2 inches deep and about 10 inches apart, in a semi-shaded location. The soil should be rich, light and well drained. Ideal would be a mixture of 25% old rotted cow manure, 20% sand and 35% good loam. Water sparingly at first to prevent rotting, then water freely when leaves appear but never let the soil become soggy. Caladiums can be started early indoors in flats or pots. When 3 or 4 leaves have developed, transplant outdoors or repot adding heavier soil.

## **CARE OF CALADIUM TUBERS**

Caladium tubers (or bulbs, as they are called) are sensitive to cold. They should never be kept in cold storage. If your bulbs arrive during cold weather, it is important that they be removed from the carton and packing material and spread thinly in trays in a warm location with good air circulation. This handling is desirable at all times.



## VARIETY SELECTION

We offer one of the most complete selections available in proved varieties of Fancy-Leaved Caladiums. Below are listed those varieties which we have in ample supply. Write us if you don't see what you want as we have other varieties in limited supply, including Lance and Arrow-Leaf Caladiums. When possible, allow some latitude for substitutions if necessary; this saves time, correspondence, and delay in shipping your bulbs. If substitutions are NOT acceptable, please state on your order. Early ordering assures you best variety selection.

Macahyba



Richard Deckard



Miss Chicago



Ace of Hearts



Festivia



Edith Meade



Itacapus



Pink Cloud



Scarlet Beauty



Candidum



Lord Derby



Kathleen



Dr. Groover

Triomphe  
De L'Exposition

Scarlet Pimpernelle



Mrs. W. B. Halderman



Freida Hemple



Seagull



Mrs. Arno Nehrling



Poecile Anglais



Fannie Munson

\*ACE OF HEARTS. Low-growing red.

\*CANDIDUM. The leading white.

CRIMSON WAVE. Large crimson, green border.

\*DR. GROOVER. Excellent low pink; good for pot.

\*EDITH MEADE. Low-growing transparent white.

\*FANNIE MUNSON. Large beautiful pink.

\*FESTIVIA. Newer red, for outside and potting.

FIRE NYMPH. Large, showy, two shades of pink.

\*FREIDA HEMPLE. Good all-purpose red.

\*ITACAPUS. Low-growing red, heavy leaver.

JESSIE THAYER. Vigorous red; good for potting.

JOHN PEED. Popular red.

\*KATHLEEN. Low, leafy rose-pink.

\*LORD DERBY. Transparent low-growing pink.

\*MACAHYBA. Bronze, green, red; pink and white spots.

MARIE MOIR. White with red splotches.

\*MISS CHICAGO. Solid pink with green areas.

\*MRS. ARNO NEHRLING. Low-growing white, with pink veins.

MRS. F. SANDERS. Rose on dark green, large. Good for outside.

MRS. F. M. JOYNER. Colorful and vigorous; white indoors, copper-red outdoors.

\*MRS. W. B. HALDERMAN. Light red, narrow green border.

\*PINK CLOUD. Mottled pink, crumpled leaf. Popular.

\*POECILE ANGLAIS. Bushy, low-growing red.

RED ENSIGN. Low, bright red. Full pot plant.

RED FLARE. Low, leafy red.

RED POLKA. Red on green. Good pot variety.

\*RICHARD DECKARD. Coppery rose, crimson ribs.

ROSEBUD. Frosty rose, good leaver.

\*SCARLET BEAUTY. Outstanding newer red.

\*SCARLET PIMPERNELLE. Yellow-green with scarlet center.

\*SEAGULL. Low, leafy white on green.

SPANGLED BANNER. Good low-growing red.

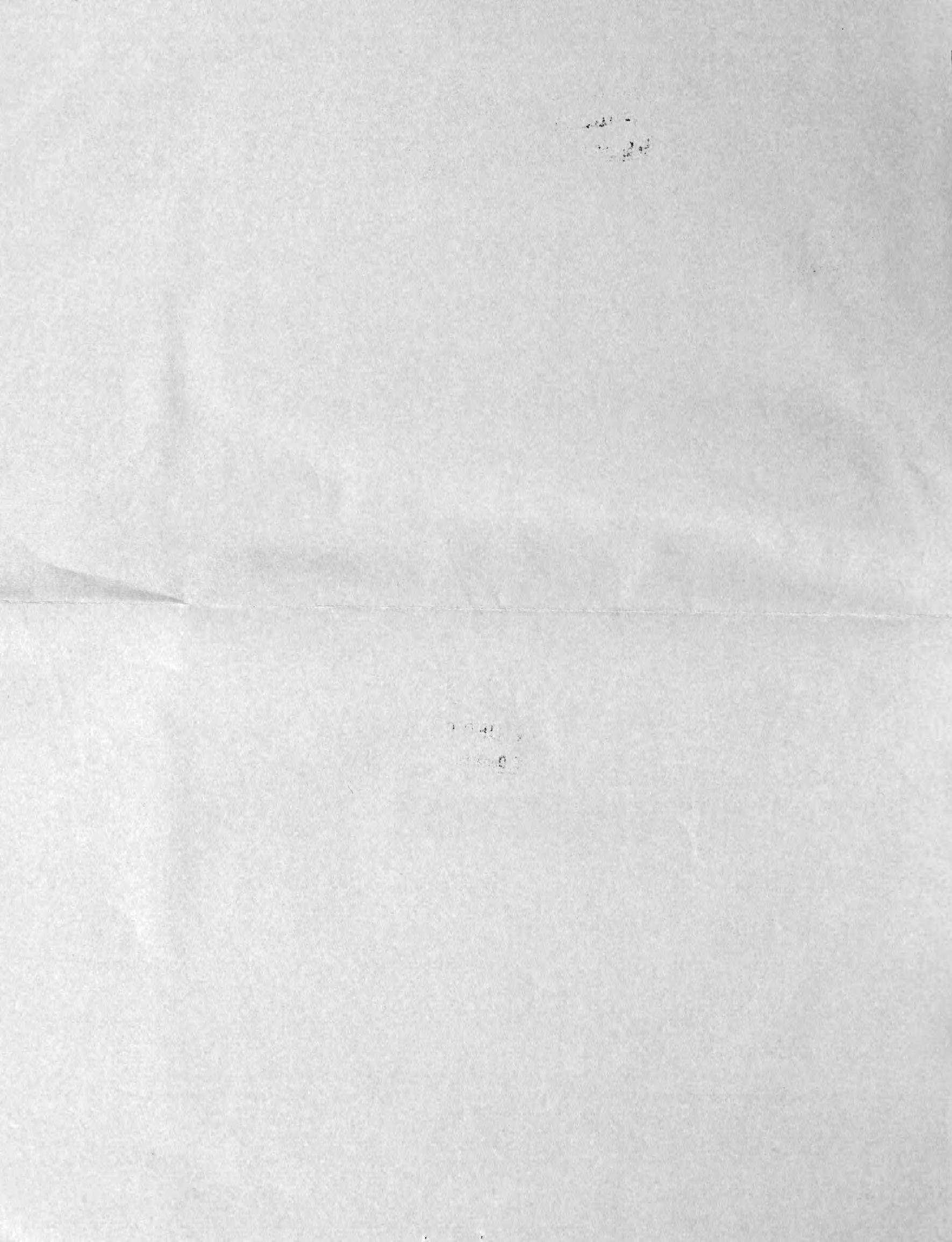
\*TRIOMPHE DE L'EXPOSITION. Large crimson on green.

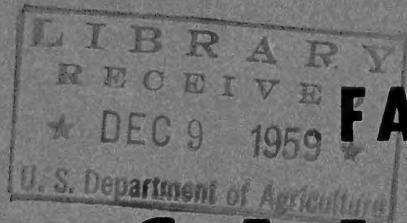
(Varieties pictured)

ALEXANDER P. THOMAS BULB FARMS

• P. O. BOX 187 • COCOA, FLORIDA, U. S. A.







FANCY-LEAVED

# CALADIUMS

"READY-PLANTED"



FOR STARTING INDOORS

Planting instructions or care information (partially obscured)

*Just Water . . .*

*Watch Grow*





..... Two ATTRACTIVE "Ready Planted" IMPULSE-SALE PACKAGES



**"6 Ft.  
Caladium  
Garden"**



Cat. No.  
RP-CG-6

**"TWIN BULB  
PLANTER"**

in a Beautiful  
Assortment of SIX  
Leading Color Varieties



Cat. No.  
RP-CS-2

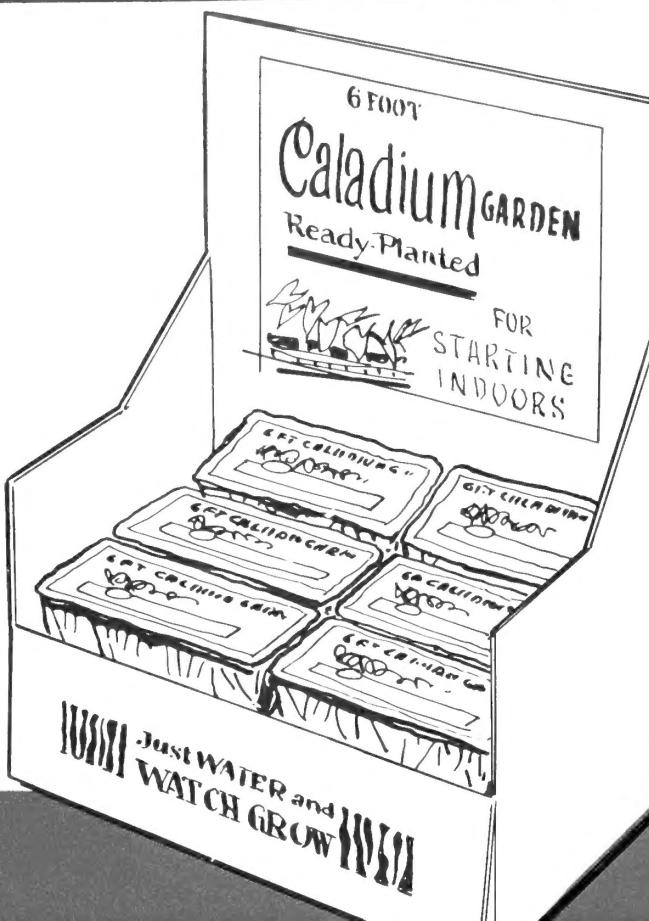
**FAST SALES — BIG PROFITS**

Here are two clever preplanted bulb packages that are sure to catch the public eye, and pour good cash profits into your pockets!

Fancy-Leaved Caladiums are skyrocketing in popularity as garden subjects, for porch and patio planters, as well as for indoors. Now, with our preplanted packages, Fancy Leaved Caladiums can be started indoors from winter through spring months to provide weeks of pre-season pleasure, and then transplanted into pots, planters, flower boxes or open garden beds or borders when the weather turns warm.

**"6 Ft. CALADIUM GARDEN"—Cat. No. RP-CG-6**

Six large-plant size Caladium bulbs, all different colors, are preplanted in an aluminum foil tray,  $8\frac{1}{2}'' \times 5\frac{3}{4}'' \times 1\frac{1}{8}''$ , in a special prepared growing medium which requires nothing but water to start the bulbs growing. The full color label-lid pictures the lovely six-foot garden which these six large plants will make if transplanted to a garden border. Or the started bulbs can be individually potted, or planted in window or porch boxes. Package is pre-priced at 98c retail, which gives you a liberal profit margin. Packed 24 to the case, in a self-selling display carton as pictured.



**"TWIN-BULB PLANTER"—Cat. No. RP-CS-2**

This preplanted aluminum foil planter measures  $7\frac{7}{8}'' \times 4'' \times 2\frac{1}{8}''$  and contains two (2) large bulbs of a popular, named Caladium variety, set in a special growing medium. Just remove the lid, water and watch grow. It is as simple as that! The "Twin-Bulb Planter" provides the customer with a choice of six most popular, named Caladium varieties in various colors, each variety identified by a beautiful, full color picture label-lid. Many will want the whole collection. They can start them indoors and transplant them when weather permits. The "Twin-Bulb Planter" is pre-priced at 69c retail and provides the same wide profit margin as our "Caladium Garden." Packed 24 to the case, four each of six varieties, every case is a self-selling display.

Treat your customers to Caladium-growing pleasure! And enjoy excellent profits yourself with these two sales winners. Order several cases of both types of planters—the "6 Ft. Caladium Garden" and the "Twin-Bulb Planter." Use the handy order form enclosed. Fill out and mail today.

SELF SELLING DISPLAY CASE

ALEXANDER P. THOMAS BULB FARMS

P. O. Box 187

Cocoa, Florida, U. S. A.

**"READY  
PLANTED"**

THE MAGIC WORDS

to

**READY  
PROFITS**



LIBRARY  
RECEIVED

★ DEC 9 1959 WHOLESALE PRICE LIST  
& SPECIAL ORDER BLANK

U. S. Department of Agriculture

# Ready-Planted CALADIUM BULBS

ALEXANDER P. THOMAS BULB FARMS, P. O. BOX 187, COCOA, FLORIDA

## DEALER'S WHOLESALE PRICES

### "6 Ft. Caladium Garden"

CAT. NO. RP-CG-6

Aluminum foil planter 8½" x 5¾" x 1⅓" with 6 bulbs preplanted in special medium, ready to grow.

**Pre-priced to  
Retail for . . . . . 98c**

Dealer's Wholesale Price Per Case (24's)	Retail Value Per Case	Dealer's Profit Margin
<b>\$14.16</b>	<b>\$23.52</b>	<b>40%</b>

Packed 24 per case in an attractive self-selling display case. Approx. gross wt. per case, 12 lbs.

### "TWIN BULB PLANTER"

CAT. NO. RP-CS-2

Aluminum foil planter 7⅔" x 4" x 2⅓" with two bulbs preplanted in special medium, ready to grow.

**Pre-priced to  
Retail for . . . . . 69c**

Dealer's Wholesale Price Per Case (24's)	Retail Value Per Case	Dealer's Profit Margin
<b>\$9.94</b>	<b>\$16.56</b>	<b>40%</b>

Packed 24 per case in an attractive self-selling display case. Approx. gross wt. per case, 9 lbs.

**FULL TRANSPORTATION CHARGES ALLOWED on orders for \$48 or more. Smaller orders, FOB Cocoa, Florida.**

## ORDER HERE



Date \_\_\_\_\_

AMOUNT

cs. (24s) RP—"6 FT. CALADIUM GARDEN"

CAT. NO. RP-CG-6 @ \$14.16 per case

\$ \_\_\_\_\_

cs. (24s) RP—"TWIN BULB PLANTER"

CAT NO. RP-CS-2 @ \$9.94 per case

\$ \_\_\_\_\_

TOTAL AMOUNT THIS ORDER

\$ \_\_\_\_\_

SHIP TO \_\_\_\_\_

Address \_\_\_\_\_

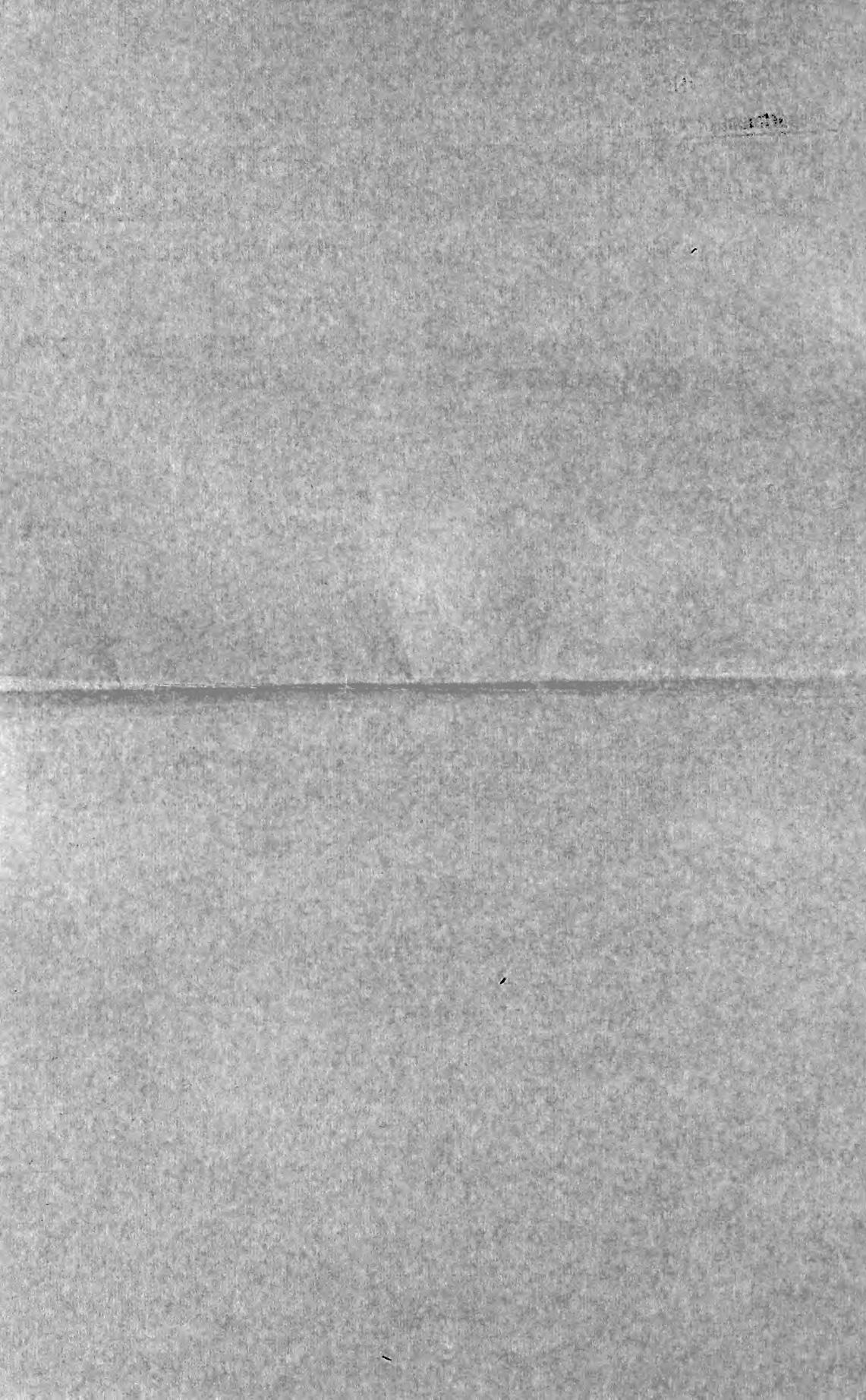
City \_\_\_\_\_ State \_\_\_\_\_

Check or

M. O. Encl. \$ \_\_\_\_\_

Charge

Ship on or about \_\_\_\_\_ (Remittance with order, deduct 3%)







# 6 Fast-Selling CALADIUM BULB Display Box Assortments



One of the most effective and profitable ways to merchandise Caladium bulbs is in our Serv-ur-Self Display Boxes. Just open up the box or boxes upon arrival and an attractive bulb display is ready to produce sales and profits for you. You need no bulb bins, trays or baskets. The display boxes come complete with beautiful, full-color pictures. They take very little counter or floor space and they pay you a handsome profit margin.

## Available in Two Bulb Sizes

Select the bulb size best suited for your trade: our top size, select bulbs, or our No. 1 size bulbs which you can offer at low prices. Three display box assortments are offered in each of the two bulb sizes, four color varieties to the assortment, twelve distinctly different color varieties in the three assortments as described below.

**MAIL YOUR ORDER EARLY**

**WE WILL SHIP BEST TIME FOR YOUR LOCALITY**

### TOP SIZE SELECT BULB ASSORTMENTS

Each display box contains 8 dozen (96) premium size bulbs measuring fully 2"-2½" diameter or over; two dozen each of four popular color varieties as listed below.

#### Order by Catalog Numbers

##### CAT. NO. C-51 SELECT CALADIUM ASSORTMENT

Eight doz. bulbs in display box with color pictures, 2 doz. bulbs each of CANDIDUM, DR. GROOVER, ITACAPUS, LORD DERBY.

##### CAT. NO. C-52 SELECT CALADIUM ASSORTMENT

Eight doz. bulbs in display box with color pictures, 2 doz. bulbs each of EDITH MEADE, FREIDA HEMPLE, KATHLEEN, CRIMSON WAVE.

##### CAT. NO. C-53 SELECT CALADIUM ASSORTMENT

Eight doz. bulbs in display box with color pictures, 2 doz. bulbs each of MRS. F. M. JOYNER, SCARLET PIMPERNELLE, MRS. W. B. HALDERMAN, JOHN PEED.

### NO. 1 BULB ASSORTMENTS

Each display box contains 12 dozen (144) No. 1 size bulbs measuring fully 1½"-2" diameter; three dozen each of four popular color varieties as listed below.

#### Order by Catalog Numbers

##### CAT. NO. C-61 NO. 1 CALADIUM ASSORTMENT

Twelve doz. bulbs in display box with color pictures, 3 doz. bulbs each of CANDIDUM, DR. GROOVER, ITACAPUS, LORDY DERBY.

##### CAT. NO. C-62 NO. 1 CALADIUM ASSORTMENT

Twelve doz. bulbs in display box with color pictures, 3 doz. bulbs each of EDITH MEADE, FREIDA HEMPLE, KATHLEEN, CRIMSON WAVE.

##### CAT. NO. C-63 NO. 1 CALADIUM ASSORTMENT

Twelve doz. bulbs in display box with color pictures, 3 doz. bulbs each of MRS. F. M. JOYNER, JOHN PEED, SCARLET PIMPERNELLE, MRS. W. B. HALDERMAN.

### PRICE LIST AND CONVENIENT ORDER FORM ENCLOSED WITH THIS FOLDER

If you handle Caladium bulbs in bulk over-the-counter, the above described display box assortments will help you sell in volume. For fast, profitable, impulse sales, we also package Caladium bulbs in attractive picture packages, and we pre-plant bulbs in starter trays and planters. (See separate offers or

write for prices on our Caladium packages.) We also ship bulbs in bulk in your own selection of varieties, sizes and quantities. See our variety list and color pictures on the inside spread of this folder. Use this attractive color chart in your store to sell more Caladium bulbs.

**ORDER YOUR REQUIREMENTS EARLY**

**WE OFFER AN EXCELLENT COLOR VARIETY SELECTION**

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DEC 8 1959  
A. S. D. Library of Congress